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ABSTRACT

Results of a survey of instructional services provided by 156 public television stations (98.7% response rate) are presented in this report. Following a description of the background of the survey and a summary of the findings, detailed findings are reported in tabular and narrative form for 29 items pertaining to such areas as instructional television staffs of the stations, kindergarten through twelfth grade and post-secondary services provided, utilization and technical services provided, programming and scheduling decisions, and comparison of services with those provided by radio stations. Conclusions and recommendations are then presented. Among the major findings reported are that 129 licensees (82.7%) provide services for kindergarten through twelfth grade, that 86.8% provide post-secondary services, that 66 of the 129 licensees that provide elementary and secondary services have full-time instructional staff members, and that 112 of these licensees provide utilization services to the schools they serve. The report includes a copy of the survey instrument used, and a summary of public television educational activities by state and licensee. (GW)

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# A STUDY OF PUBLIC TELEVISION'S EDUCATIONAL SERVICES 1975-1976

Office of Educational Activities
Corporation for Public Broadcasting
Washington, D.C.

August 1978

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## Preface

In 1974 the Corporation for Public Broadcasting's Office of Educational Activities recognized the need to document the nature and extent of educational services provided by public television licensees. As a result, a national survey of licensees was conducted. That survey culminated in the publication of An Initial Study of Instructional Television (ITV) Services in the United States, printed in May 1976. Among its conclusions, the study cited the need for more careful definition of terms. Consequently, a new survey instrument was designed and administered again in the fall of 1976.

The impetus for these studies has come primarily from Douglas Bodwell and Mary Sceiford of CPB's Office of Educational Activities. Their commitment has been supported by staff from the Public Broadcasting Service, especially Rhea Sikes, Margaret Villarreal and Dale Rhodes. Additional support assistance was provided by the CPB Offices of Television Activities, Communication Research, and Management Information Systems. Major support for the survey process also was provided by public

broadcasters who were responsible for the information within this report.

Our responsibilities of analyzing and interpreting data has been facilitated by permanent and temporary staff members of the CPB Office of Educational Activities, especially Lucia Biederman, Margy Collum, Carol Comiskey, Dee Finkbiner, Jennifer King, Katherine Owesney and Sheila Porter. Their persistence and attention to detail have contributed significantly to the quality of the data which forms the basis of this report.

Peter J. Dirr
Howard Spergel
Washington, D.C.
May 1978

# I. INTRODUCTION

## A. Purpose

This report is the second national study of instructional services provided by public television licensees in the United States. Based upon data collected from July 1, 1975 through June 30, 1976, it is intended to provide information which will enable management of public television stations and educational institutions to examine the instructional services which are provided by public television stations. It is also intended to assist planners at other national organizations involved and interested in public television.

This report will begin to establish trends in the public broadcasting industry by comparing the 1976 findings with findings in the Initial Study of Instructional Television Services in the United States, conducted in 1973-74. (Comparisons will be limited somewhat by changes which were made in the survey instrument and the way in which the questions were asked.)

Since the Office of Educational Activities intends to conduct this survey biennially, these findings also will serve as benchmarks against which to measure future changes in in-

structional services provided by public television.

The first instructional television survey was published in 1976 based upon data collected from 128 public television licensees in December 1974 (hereafter referred to as the 1974 study). During much of 1976, the initial survey questionnaire was redesigned in consultation with station ITV directors. The redesigned questionnaires were mailed to all public television stations in November 1976 along with CPB's Annual Financial Report.

B. Methodologies

In November of 1976, each of the 158 public television licensees was sent an instructional television services questionnaire. At that time, there were more than 250 public television stations in the country but in many instances two or more stations were licensed to a single licensee. In those instances, only one questionnaire was sent to the licensee. Since the questionnaires were distributed with the CPB Annual Financial Report, the same deadline of February 1977 was established for their return. The questionnaires were sent to the general managers. A notice also was sent to the

instructional television director of each licensee. Several telephone reminders were made during the spring of 1977, to non-respondents. It was inadvisable to obtain data over the telephone because of the complex information requested by this survey.

Of the 158 licensees surveyed, 156 (98.7%) provided usable data which are in this report. Failure of a respondent to reply to a question is reported as "No Answer" in the statistical tables within this report.

C. Limitations

The 1974 study reflected problems with the initial survey instrument, especially with the definition of terms. Those problems appear to be resolved in this study as the result of better planning and consultation with some persons who responded to the 1974 study.

In reviewing the results of this study, the reader should be cautious not be place absolute confidence in some of the data. Although this is the second time this study has been conducted, many of the licensees are still unable to provide accurate responses to some types of data requested.

It should be recognized that, in some cases, the data supplied were the best estimates which the licensees could provide. This is especially true in questions related to the numbers of school districts, school buildings, students, and teachers served by instructional television.

Other minor limitations are described in a technical report which is being prepared at the same time as this report. The technical report will guide CPB in administering the ITV survey in 1978.

D. Data Analysis

In Parts III and IV of this report, the data are presented in raw form or numbers (N) and in percentages(%). The Statistical Package for Social Sciences (SPSS) was used for all data analysis. In some instances, the findings are compared with the data gathered in 1974.

## II. SUMMARY OF FINDINGS

The findings of this study are presented in detail in Parts III and IV of this report. For the convenience of the reader, however, the major findings are summarized below.

This study attracted an extremely high response rate (156 of 158 licensees--98.7%). Therefore, within the limitations cited

earlier, this study should provide an accurate portrait of instructional television as provided by the nation's public television stations.

Eight out of ten licensees (82.7%) provide K-12 services. Almost nine out of ten (86.8%) provide post secondary services (using the broad definition which included formal post secondary courses, informal adult education, and professional inservice courses).

Sixty-six (51.2%) of the 129 licensees which provide K-12 ITV services have full-time ITV staffs. In addition, 112 of the 129 licensees (86.8%) provide utilization services to the schools and universities they serve.

Seven out of ten licensees (72.9%) provide technical consultation services but only one out of six (15.5%) provides technical maintenance services.

Five of ten licensees (50%) which provide K-12 services produced instructional television series or were involved in their production through cooperative or consortium productions. Most programs are 15- or 20-minutes long and virtually all (93.5%) are in color.

## K-12 Services

Most licensees which provide K-12 services serve all grades K through 12. More than 9 of 10 (92%) make available curriculum materials either directly or through another agency to accompany the series which they broadcast. Most of those materials are print materials for teachers rather than students.

Four of ten licensees (40%) are providing distribution of their ITV programs in alternative formats in addition to single broadcast channels. Of 129 licensees, 43 (33%) rely on videotape/videocassette and 48 (37%) rely on cable distribution.

The estimates of potential K-12 audiences seemed to be high. Even when adjusting for overlapping broadcast areas which were reported by more than one of four of the licensees (25.6%) the potential student audience exceeds National Center for Education Statistics estimates of total K-12 student population by 15%. It is reasonable to expect, therefore, that the almost 16 million K-12 ITV student users reported by the respondents is inflated by about 15%.

Public television licensees continue to involve teachers, curriculum specialists, Department of Education personnel, university

personnel and other groups in programming and scheduling decisions. One hundred and twenty six of 129 licensees (97.7%) involve persons outside the licensee to make programming decisions.

## Post Secondary Services

Of 136 (87.2%) of the licensees which offer some post secondary services, 125 (80.1%) offer informal adult education services, followed by post secondary formal courses (110 licensees--70.5%). There was strong agreement that the early morning hours and early evening hours represented the best times to broadcast post secondary courses.

One hundred and eight (79.5%) respondents indicated that they were able to arrange those hours at their stations.

Several variables were found to be statistically and significantly related:

1. Availability of utilization services and type of licensee -- community and local authority licensees tended to provide utilization services directly themselves. University and state network licensees tended to rely more on others such as the State Department of Education.

2. Availability of technical services and type of licensee -- local authority and state network licensees tended to provide technical maintenance services more often than community or university licensees.
3. Formal/informal agreements and type of licensee -- community licensees tended to rely more upon formal agreements; state network licensees upon informal agreements.
4. Availability of utilization services and existence of agreements -- utilization services are more likely to be provided when either a formal or informal agreement exists between the licensee and the schools.

## III. THE FINDINGS

More than 180 variables were examined during the course of this study. The tabulation of data includes indications of the total number of school districts, schools, students and teachers served by the instructional television services of respondents which provided such information.

The first part of this section examines data which represent the most important findings of the study. The second part of the

section presents the results of selected crosstabulation analyses which are thought to be most relevant to the present and future instructional television services provided by public television licensees.

A. Distribution Data

1. Demographics

Since the response rate for this study was so high, distribution of responses by Region, Budget Size, and Type of Licensee reflect the distribution of all public television licensees.

Table 1
Type of Station

| | This Study | | Total Universe of PTV Licensees | |
|---|---|---|---|---|
| | N | % | N | % |
| Community | 60 | 38.5 | 60 | 38.0 |
| University | 53 | 33.3 | 53 | 33.5 |
| Local Authority | 16 | 10.3 | 18 | 11.4 |
| State Authority | 27 | 17.9 | 27 | 17.1 |
| Total | 156 | 100.0 | 158 | 100.0 |

Table 2
Licensees by Region

| | This Study | | Total Universe | |
|---|---|---|---|---|
| | N | % | N | % |
| South | 40 | 25.6 | 42 | 26.6 |
| West | 37 | 23.7 | 37 | 23.4 |
| East | 32 | 20.5 | 32 | 20.2 |
| Central | 43 | 27.5 | 43 | 27.2 |
| Other | 4 | 2.6 | 4 | 2.5 |
| Total | 156 | 100.0 | 158 | 100.0 |

Table 3
Licensees by Budget Size

| | This Study | | Total Universe | |
|---|---|---|---|---|
| | N | % | N | % |
| Less than $ 300,000 | 20 | 12.8 | 20 | 12.7 |
| 300,000 - 749,999 | 51 | 32.7 | 51 | 32.3 |
| 750,000 - 1,199,999 | 32 | 20.5 | 32 | 20.3 |
| 1,200,000 - 3,999,999 | 43 | 27.6 | 43 | 27.2 |
| 4,000,000 and over | 10 | 6.4 | 12 | 7.6 |
| Total | 156 | 100.0 | 158 | 100.0 |

## K-12 Services

2. Provision of K-12 ITV Services

More than 4 of 5 of the respondents (129 of 156--82.7%) indicated that they provide K-12 ITV Services (identified as a minimum of broadcasting some K-12 ITV programs).

Table 4
Provision of K-12 Services

| | N | % |
|---|---|---|
| Yes | 129 | 82.7 |
| None | 27 | 17.3 |
| Total | 156 | 100.0 |

The 129 licensees that provide K-12 service compares to 116 licensees in the 1975 survey and may reflect significant increases in K-12 service. However, the larger response may also reflect the different way in which the question was asked in 1974.

Twenty-seven licensees which did not answer that question or which indicated they did not provide K-12 instructional programming were dropped from further analysis which presumes the provision of such services. The base is 129 licensees rather than 156 licenses in some cases.

3. ITV Staff

More than 50% of the respondents which provide ITV services (66 of 129--51.2%) have full-time ITV personnel on their payrolls.

Table 5
Full-Time K-12 ITV Personnel

| | N | % | Adjusted % |
|---|---|---|---|
| Yes | 66 | 51.2 | 52.8 |
| No | 59 | 45.7 | 47.2 |
| No Answer | 4 | 3.1 | MISSING |
| Total | 129* | 100.0 | 100.0 |

*Since it can be assumed that a licensee which does not provide K-12 services does not have a full-time K-12 ITV person, only licensees providing K-12 services were included in this analysis.

Note on Reading Adjusted Percentages: Some respondents failed to answer every question. Where possible, missing information was obtained by telephone. In some instances, even though information was unavailable, it is important to show it as missing (by including it in the column called "Percentage" and then ignoring it), examining only the responses which provided useful information. Only usable responses are computed in the column called "Adjusted Percentage." In the table on preceeding page, since four licensees failed to respond to the question, the effect of the adjustment is minimal. In other tables where the non-response rate is higher, the effect of the adjustment might be more dramatic.

In addition, 55 licensees (42.6%) indicated that they have part-time ITV persons on their staff. The average number of ITV staff persons at licensees providing K-12 services is 4.5. In addition, 62 licensees reported that persons on the payrolls of other related agencies (for example, the State Education Department) provided instructional services for them. This averaged out to 3 persons per related agency serving the 62 licensees.

4. Utilization Services

Of the 129 licensees providing K-12 services, 112 (86.8%) provide one or more utilization service.

Table 6
Instructional Services Provided

| | N. Reporting | % of Total* |
|---|---|---|
| Utilization Services | 112 | 86.8 |
| Technical Maintenance Services | 20 | 15.5 |
| Technical Consultation Services | 94 | 72.9 |

*Based on 129 licensees offering K-12 services.

One hundred licensees (77.5%) offer workshops. Other major services include (in rank order) conferences/ consultation, utilization broadcasts and school visits.

Table 6A
Types of Utilization Services

| Service | N | %* |
|---|---|---|
| Workshops | 100 | 77.5 |
| Conferences/Consultation | 68 | 52.7 |
| Utilization Broadcasts | 42 | 32.6 |
| School Visits | 19 | 14.7 |
| None | 15 | 11.6 |

*Each row is based on the universe of 129. For example, 100 of the 129 licensees (77.5%) offered utilization workshops.

Additional utilization techniques include: tours of the station, college courses, exhibits, and curriculum design. In 40.9% (53) cases, the utilization services are available directly from the licensee exclusively. In 25.2% (33) cases, the utilization services are available exclusively from another educational agency or bureau. In 22.0% (28) cases, the utilization services are provided by both the licensee and another educational agency or bureau. Twenty-four licensees (18.6%) report having one or more full-time persons providing utilization services. (See Tables 6B and 6C).

Table 6B
Utilization Personnel

| N. of Persons | N. of Licensees | %* | Adjusted % |
|---|---|---|---|
| None | 102 | 79.1 | 81.0 |
| 1 | 17 | 13.2 | 13.5 |
| 2 | 4 | 3.1 | 3.2 |
| 4 | 1 | 0.8 | 0.8 |
| 5 | 1 | 0.8 | 0.8 |
| 10 | 1 | 0.8 | 0.8 |
| No Answer | 3 | 2.3 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Table 6C
Composite Table of
Instructional Services Staffing

| | N. Reporting | % of Total* | Avg. N. of Persons Reported** |
|---|---|---|---|
| Utilization Services | 24 | 18.6 | 1.8 |
| Technical Maintenance Services | 20 | 15.5 | 0.8 |
| Technical Consultation Services | 94 | 72.9 | 0.5 |

*Based on 129 licensees offering K-12 Services.
**Based on N providing each service.

5. Technical Services

15.5% (20 of 129) licensees reported providing technical maintenance services. Four licensees (3.2%) reported having one or more full-time persons on staff devoted to technical maintenance. One licensee (0.9%) reported 11 persons on staff for technical maintence services. (See Tables 7 and 7A.)

Table 7
Technical Maintenance Services

| | N | %* | Adjusted * % |
|---|---|---|---|
| No | 106 | 82.2 | 84.1 |
| Yes | 20 | 15.5 | 15.9 |
| No Answer | 3 | 2.3 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Table 7A
Technical Maintenance Personnel

| N. of Persons | N. of Licensees | %* | Adjusted % |
|---|---|---|---|
| None | 107 | 82.9 | 96.4 |
| 1 | 1 | 0.8 | 0.9 |
| 2 | 2 | 1.6 | 1.8 |
| 11 | 1 | 0.8 | 0.9 |
| No Answer | 18 | 14.0 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Ninety-four licensees (72.9%) reported that technical consultation was provided directly by them. Nineteen of those licensees (14.8%) employed one or more full-time staff persons devoted to technical consultation, with one (1%) reporting 18 persons who provide technical consultation services. (See Tables 8 and 8A).

Table 8
Technical Consultation Services

| | N | %* | Adjusted % |
|---|---|---|---|
| No | 33 | 25.6 | 26.0 |
| Yes | 94 | 72.9 | 74.0 |
| No Answer | 2 | 1.6 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Table 8A
Technical Consultation Personnel

| N. of Persons | N. of Licensees | %* | Adjusted % |
|---|---|---|---|
| None | 105 | 81.4 | 84.7 |
| 1 | 11 | 8.5 | 8.9 |
| 2 | 2 | 1.6 | 1.6 |
| 4 | 4 | 3.1 | 3.2 |
| 5 | 1 | 0.8 | 0.8 |
| 18 | 1 | 0.8 | 0.8 |
| No Answer | 5 | 3.9 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

6. Use of Volunteers for ITV

More than one-third of the respondents indicated that volunteers played some role in the provision of ITV services.

Table 9
Use of Volunteers for ITV

| | N | %* | Adjusted % |
|---|---|---|---|
| Volunteers Used | 47 | 36.5 | 60.3 |
| None | 31 | 24.0 | 39.7 |
| No Answer | 51 | 39.5 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Those reporting the use of volunteers indicated that volunteers worked in such areas as administration (3 licensees-5.4%); research (8 licensees-17.8%); utilization (6 licensees- 14.7%); promotion (6 licensees-14.7%); clerical support (6 licensees-14.7%); and in production (5 licensees-10.1%).

7. Production of ITV Programs

No attempt was made to duplicate the extensive efforts of the CPB Content Survey to examine ITV production activities by public broadcasters. (See Public Television Programming by Category: 1976, by Nathan Katzman and Kenneth Wirt.) However, one question was asked about the number and nature of ITV series and programs which were produced during the 1975-76 school year.

The responses to that question indicated that 64 licensees produced 214 series for a total of 4,788 programs. Local production might appear more prolific than it actually is, since the program count is somewhat duplicative. Co-operative and consortium productions, for example, are counted two or three times (i.e. once by each of the licensees involved in the production).

There are four times as many 15 or 20 minute programs as there are 30 minute programs.

Table 10
Average Length of ITV Productions

| | N | %* | Adjusted % |
|---|---|---|---|
| 15 Min. | 79 | 36.9 | 40.3 |
| 20 Min. | 77 | 35.9 | 39.3 |
| 30 Min. | 40 | 18.6 | 20.4 |
| Other | 18 | 8.4 | MISSING |
| Total | 214 | 100.0 | 100.0 |

*Based on total number of ITV series (214) produced by the 64 licensees reporting ITV productions.

Most of the productions were done in color (See Table 10A) with the large majority intended for elementary grade levels (See Table 10B).

Table 10A
Black/White vs. Color ITV Productions

| | N | %* |
|---|---|---|
| Color | 200 | 93.5 |
| B/W | 14 | 6.5 |
| Total | 214 | 100.0 |

*Based on total number of ITV series (214) produced by the 64 licensees reporting ITV productions.

Table 10B
Intended Grade Levels of ITV Productions

| | N | %* | Adjusted |
|---|---|---|---|
| Elementary (K-8, K-6) | 106 | 49.5 | 51.5 |
| Secondary (5-12, 6-11, 7-12) | 37 | 17.3 | 18.0 |
| Middle (4-9, 5-8) | 23 | 10.7 | 11.2 |
| Ungraded (K-12) | 8 | 3.7 | 3.9 |
| Adult (In-service, ABE) | 32 | 15.0 | 15.5 |
| No Grade Level Listed | 8 | 3.7 | MISSING |
| Total | 214 | 100.0 | 100.0 |

*Based on total number of ITV series (214) produced by the 64 licensees reporting ITV productions.

Most ITV series are only available directly from the licensee or not available at all.

Table 10C
Availability of ITV Productions

| | N | %* | Adjusted % |
|---|---|---|---|
| Not Available | 55 | 42.6 | 56.7 |
| AIT | 3 | 2.3 | 3.1 |
| Mult. Sources | 8 | 6.2 | 8.2 |
| Unspec. | 14 | 10.9 | 14.4 |
| Licensee | 17 | 13.2 | 17.5 |
| No Answer | 32 | 24.8 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Social Studies and the Arts were the two curriculum areas that received the most attention in ITV production.

Table 10D
Subject Matter of ITV Productions

| | | N* | %** |
|---|---|---|---|
| 1. | Social Studies | 28 | 21.7 |
| 2. | The Arts | 22 | 17.1 |
| 3. | Science | 16 | 12.4 |
| 4. | Math | 10 | 7.8 |
| 5. | Language Arts | 8 | 6.2 |
| 6. | English Literature | 4 | 3.1 |
| 7. | Career Education | 3 | 2.3 |
| 8. | Economics | 3 | 2.3 |
| 9. | Other | 33 | 25.6 |

*N of Licensees reporting one or more ITV production in this subject area.

**Based on N of 129.

8. Broadcast of K-12 Instructional Programs

Most stations reported broadcasts of programs for grades K-12. For example, 111 of the 129 (86%) reported that the lowest grade level served was kindergarten and 110 (85%) reported that the highest grade served was twelve. The mean number of elementary series broadcast by the 121 licensees which broadcast elementary level series was 33. The mean number of secondary series broadcast by the 111 licensees broadcasting secondary series was 16. "Electric Company" and "Sesame Street" led the list of PBS-distributed series carried for ITV in the day-time schedule during 1975-76.

Table 11
Day-Time Carriage of PBS Series

| | | N | %* |
|---|---|---|---|
| 1. | Electric Company | 118 | 91.5 |
| 2. | Sesame Street | 104 | 80.6 |
| 3. | Ourstory | 73 | 56.6 |
| 4. | Villa Alegre | 53 | 41.1 |
| 5. | Consumer Survival Kit | 49 | 38.0 |
| 6. | Lowell Thomas Remembers | 45 | 34.9 |
| 7. | Mister Rogers' Neighborhood | 45 | 34.9 |
| 8. | Carrascolendas | 44 | 34.1 |
| 9. | Classic Theatre Preview | 42 | 32.6 |
| 10. | Anyone for Tennyson? | 39 | 30.2 |
| 11. | Romantic Rebellion | 32 | 24.8 |
| 12. | Book Beat | 26 | 20.2 |
| 13. | Solar Energy | 25 | 19.4 |
| 14. | Vibrations Encore | 21 | 16.3 |
| 15. | Arabs and Israelis | 19 | 14.7 |
| 16. | Journey to Japan | 16 | 12.4 |

*Based on 129 licensees providing K-12 services.

9. Availability of Curriculum Materials

Virtually all (119 of 129 (92.2%) of the licensees who provide K-12 services make available curriculum materials to accompany those services. In many instances, the materials are available from other educational agencies.

Table 12
Availability of Curriculum Materials

| | N | %* | Adjusted % |
|---|---|---|---|
| Yes | 119 | 92.2 | 93.7 |
| No | 8 | 6.2 | 6.3 |
| No Answer | 2 | 1.6 | MISSING |
| Total | 129 | 100.0 | 100.0 |

*Based on 129 licensees offering K-12 services.

Table 12A
Types and Source of Curriculum Materials

| | From Licensee | | From Other Agency | |
|---|---|---|---|---|
| | N | %* | N | %* |
| Student Materials | 39 | 30.2 | 47 | 36.4 |
| Teacher Materials | 78 | 60.5 | 74 | 57.4 |
| Print Materials | 80 | 62.0 | 68 | 52.7 |
| Non-print Materials | 12 | 9.3 | 17 | 13.2 |
| Combined (Print/non-Print) | 8 | 6.2 | 14 | 10.9 |
| Incl. in Reg. Service Fee | 38 | 29.5 | 21 | 16.3 |
| Additional User Charge | 31 | 24.0 | 34 | 26.4 |
| Free | 31 | 24.0 | 27 | 20.9 |

*Based on 129 licensees providing K-12 services.

Note: The two categories are not mutually exclusively; materials might be available from both the licensee and the agency.

10. Other Materials

In addition to curriculum materials, licensees provided other printed information about their instructional services. Leading among those materials were promotional flyers (72.1%), promotional newsletters (46.5%), professional manuals (45.0%), survey evaluation flyers (43.4%) and professional newsletters (41.9%).

Table 13
Other Printed Information

| Type | Content | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Technical Information | | Promotional Material | | Surveys Evaluations | | Professional In-Service Information | |
| | N | %* | N | %* | N | %* | N | %* |
| a. Flyers | 32 | 24.8 | 93 | 72.1 | 56 | 43.4 | 51 | 39.5 |
| b. Manuals | 33 | 35.6 | 28 | 21.7 | 17 | 13.2 | 58 | 45.0 |
| c. Newsletters | 28 | 21.7 | 60 | 46.5 | 28 | 21.7 | 54 | 41.9 |
| d. Other | 15 | 11.5 | 20 | 15.5 | 15 | 11.6 | 18 | 14.0 |

*Based on 129 licensees providing K-12 services.

11. Alternative Distribution Formats

Increasingly, public television licensees are turning to alternative distribution formats for the delivery of their instructional programming. This survey found videotape/videocassette distribution and cable distribution used by more than one out of three public television licensees.

Table 14
Alternative Distribution Formats

| Types of Distribution | Level of Programs | | | |
|---|---|---|---|---|
| | Elementary | | Secondary | |
| | N | %* | N | %* |
| Cable | 48 | 37.2 | 43 | 33.3 |
| ITFS | 17 | 13.2 | 16 | 12.4 |
| Videotape/Videocassette | 43 | 33.3 | 41 | 31.8 |
| Second Broadcast Channel | 8 | 6.2 | 11 | 8.5 |
| Film | 16 | 12.4 | 14 | 10.9 |
| Other | 6 | 4.7 | 4 | 3.1 |

*Based on 129 licensees providing K-12 services.

12. Involvement of Special Groups in K-12 Services

In addition to reaching the school audience through new and alternative distribution vehicles, public television licensees are reaching and involving new audiences in special ways. The following table shows the ways in which special groups are being involved and the extent of that involvement. Special programming and inclusion of members of special groups on advisory committees are the most common forms of involvement.

Table 15
Involvement of Special Groups in
K-12 ITV Services

| | Special Programming | | Special Services | | Advisory Committees | | Other | |
|---|---|---|---|---|---|---|---|---|
| | N | %* | N | %* | N | %* | N | %* |
| The Handicapped | 43 | 33.3 | 9 | 7.0 | 19 | 14.7 | 11 | 8.5 |
| Minority Groups | 53 | 41.1 | 3 | 2.3 | 35 | 27.1 | 7 | 5.4 |
| Women | 22 | 17.1 | 2 | 1.6 | 29 | 22.5 | 5 | 3.9 |
| Parent Groups | 28 | 21.7 | 13 | 10.1 | 26 | 20.2 | 12 | 9.3 |
| Other | 4 | 3.1 | 3 | 2.3 | 5 | 3.9 | 4 | 3.1 |

*Based on 129 licensees offering K-12 services.

13. ITV Awareness

In recent years, those responsible for ITV services have seen the need to increase the awareness of their services among their constituencies. Table 16 indicates the number of licensees who have developed plans for increasing awareness among school personnel, parents, the general community, and special groups.

Table 16
ITV Awareness

| | N | %* |
|---|---|---|
| Schools | 117 | 90.7 |
| Parents | 92 | 71.3 |
| General Community | 98 | 76.0 |
| Special Groups | 58 | 45.0 |

*Based on 129 licensees offering K-12 services.

Techniques used to improve awareness of instructional services included on-air promotions of programming and program schedules, visits and talks with schools and parent groups, and the publication of newsletters and brochures for distribution to all groups interested in instructional television.

14. Contracts for Services

Virtually all (90%) of the 129 licensees which provide K-12 services, provide those services under "contracts" or "agreements" with their constituencies. Two-thirds have written, formal agreements or contracts to provide their services.

Table 17
"Contracts" With Constituencies

| Types of Programs | Types of Agreement: Formal (incl. contract, legislation, etc.) N | % | Informal (incl. verbal agreement) N | % | No Agreements (Solely Station Decision) N | % | No Answers N | % |
|---|---|---|---|---|---|---|---|---|
| Elementary | 90 | 69.8 | 23 | 17.8 | 13 | 10.1 | 3 | 2.3 |
| Secondary | 82 | 63.6 | 24 | 18.6 | 10 | 7.8 | 13 | 0.0 |

*Based on 129 licensees offering K-12 services.

15. Overlapping Broadcast Areas

One predicament faced by more than one of four (25.6%) public broadcasting licensees in providing instructional television services (as must be the case with their other services) is that of overlapping broadcast areas. This presents a problem for the data which follows immediately (i.e. estimates of audiences served) because it is likely to result in duplicate counts in the overlapping areas.

16. Potential and Actual School Enrollments

Licensees were asked to estimate the total number of school districts, buildings, students, and teachers in their viewing areas and to indicate the numbers of users (loosely defined as those units covered under contract or otherwise known to be using the service). The response to that question is shown in the following Table:

Table 19
Potential and Actual Audiences

Potential K-12 Audience

| | Public Schools | Private/ Parochial Schools |
|---|---|---|
| # Districts, Dioceses or other groupings | 21,592 | 4,128 |
| # School Buildings | 81,180 | 15,631 |
| # Students | 49,967,227 | 12,129,486 |
| # Teachers | 1,864,615 | 146,080 |

Estimate of K-12 ITV users in 1975-76 compared with potential K-12 audience.

| | | |
|---|---|---|
| # Districts, Dioceses or other groupings | 6,305(29%) | 954(23%) |
| # School Buildings | 34,042(42%) | 2,389(15%) |
| # Students | 15,906,240(32%) | 693,675 (6%) |
| # Teachers | 693,347(37%) | 29,931(20%) |

17. ITV Programming and Scheduling Decisions

In the earlier (1974) study, it was noted that ITV Services have provided a model for ascertainment and involvement of its users in programming and scheduling decisions. The figures in Table 20 indicate that this trend has continued.

Table 20
Involvement of Constituencies in ITV Programming and Scheduling

| | Programming | | Scheduling | |
|---|---|---|---|---|
| | N | %* | N | %* |
| Licensee Only | 3 | 2.3 | 10 | 7.8 |
| Curriculum Content Committee | 88 | 68.2 | 55 | 42.6 |
| Teachers' Survey | 102 | 79.1 | 83 | 64.3 |
| DOE Personnel | 78 | 60.5 | 48 | 37.2 |
| General Advisory Committee | 50 | 38.8 | 35 | 27.1 |
| University Personnel | 45 | 34.9 | 18 | 14.0 |
| Other | 26 | 20.2 | 31 | 24.0 |

*Based on 129 licensees offering K-12 services.

Programming decisions involved other than licensee personnel 97.7% of the time. Scheduling decisions involved other than licensee personnel in 92.2% of the time. Direct survey of teachers was reported by almost 80% (102 of 129 respondents) in programming and 64.3% (83 of 129 licensees) scheduling. This was followed in turn by involvement of curriculum committees and department of education personnel.

18. Post Secondary Services

136 licensees (87.2%) indicated that they offered some post secondary services. This category was broadly defined as providing one or more of the following types of programming (and related support services): 1) post secondary formal courses (usually for credit with some feedback); 2) post secondary informal adult education series (little or no feedback and not for credit); 3) in-service courses (for professionals, for credit).

Most of the remaining distributions examine post secondary services and are based on the 136

licensees which provide those services.

Only 22 (16.1%) of the respondents indicated that they had full-time personnel for post secondary services.

Table 21
Full-Time Post Secondary Personnel

| | N | %* | Adjusted % |
|---|---|---|---|
| Yes | 22 | 16.1 | 17.7 |
| No | 102 | 75.0 | 82.3 |
| No Answer | 12 | 8.8 | MISSING |
| Total | 136 | 100.0 | 100.0 |

*Based on the 136 licensees which provide post secondary services.

Ninety-two (67.6%) licensees indicated the presence of persons with part-time post secondary responsibilities.

19. Post Secondary Broadcasts and Enrollments

A large number of respondents reported offering post secondary formal and informal courses and in-service courses. Whereas most respondents were able to at least estimate the numbers of users at the K-12 level, there seemed to be lack of enrollment information on the post secondary level. Many licensees were unable to estimate numbers of agencies involved (i.e. school districts and colleges) and numbers of course enrollments or course or series viewers. Respondents most able to provide those estimates were those who mostly provided formal post secondary courses.

Table 22
Post Secondary Broadcasts and Enrollments*

| | In-service Courses | Post Secondary Formal Courses | Post Secondary Informal Courses |
|---|---|---|---|
| Licensees Broadcasting | 78 (50.0%)** | 110 (70.5%)** | 125 (80.1%)** |
| Aggregate N. of Courses (Reported by "N" Respondents) | 284 (78) | 522 (110) | 879 (125) |
| Aggregate N. of Agencies Using Courses (Reported by "N" Respondents) | 1,345 (74) | 1,359 (104) | 218 (119) |
| Estimated Aggregate Enrollments (Reported by "N" Respondents) | 111,999 (74) | 97,306 (94) | 518,564 (32) |

*Since some courses serve more than one purpose and since two or more educational agencies might use the same course, the numbers in this Table cannot be expected to represent unduplicated counts.

**These percentages are based on the total number of respondents-156.

20. Best Hours for Post Secondary Courses

When asked to indicate the best hours for formal and informal courses to be broadcast, the licensees strongly favored early evening and early morning time slots for both formal and informal courses.

Table 23
Best Hours for Post Secondary Courses

| | N | %* |
|---|---|---|
| Early Morn. | 23 | 16.9 |
| Mid Morn. | 5 | 3.7 |
| Noon | 2 | 1.5 |
| Early Afternoon | 1 | 0.7 |
| Mid Afternoon | 10 | 7.4 |
| Late Afternoon | 11 | 8.1 |
| Early Evening | 51 | 37.5 |
| Late Evening | 8 | 5.9 |
| Weekend | 11 | 8.1 |
| No Answer | 14 | 10.3 |
| Total | 136 | 100.0 |

*Based on 136 licensees which provide post secondary services.

21. Ability to Arrange Best Hours

The respondents were asked whether they would be able to arrange the hours which they thought best for the broadcast of post secondary courses. More than three of four (79.5%) indicated that they would be able to arrange those hours.

Table 24
Ability to Arrange Best Hours

| | N | %* | Adjusted % |
|---|---|---|---|
| Yes | 108 | 79.5 | 85.0 |
| No | 19 | 14.0 | 15.0 |
| No Answer | 9 | 6.6 | MISSING |
| Total | 136 | 100.0 | 100.0 |

*Based on 136 licensees which provide post secondary services.

23. Other Post Secondary Services

Programming appears to be the main service of public broadcasters. This holds true for post secondary services. Respondents indicated that special interest groups were most often served through programming. The elderly received the most programming time followed closely by women, minorities, and programming for the handicapped. Minorities seem to be the most consistent members of advisory committees.

Table 25
Other Post Secondary Services

| | Programming | | Services | | Advisory Committee | | Other | |
|---|---|---|---|---|---|---|---|---|
| | N | %* | N | %* | N | %* | N | %* |
| Handicapped | 48 | 35.3 | 14 | 10.3 | 11 | 8.1 | 11 | 8.1 |
| Elderly | 64 | 47.1 | 8 | 5.9 | 20 | 14.7 | 9 | 6.6 |
| Minorities | 57 | 41.9 | 7 | 5.1 | 24 | 17.6 | 9 | 6.6 |
| Women | 58 | 42.6 | 4 | 2.9 | 16 | 11.8 | 7 | 5.1 |
| Un(der) employed | 23 | 16.9 | 4 | 2.9 | 10 | 7.4 | 6 | 4.4 |
| Parents | 42 | 30.9 | 7 | 5.1 | 16 | 11.8 | 9 | 6.6 |

*Based on 136 licensees which provide post secondary services.

## IV. CROSSTABULATION ANALYSES

Distributions of the responses to the questionnaire were presented in the preceding sections of this report. In this section, 15 crosstabulation analyses of selected variables are presented. When reading the crosstabulation tables, the reader is referred to the key found in the upper left-hand corner of each table. That key will serve as a reminder that: 1) the top numeral in each cell represents the absolute count (the number) for the cell; 2) the second numeral represents the percentage within the row; 3) the third numeral represents the percentage within the column; 4) the fourth numeral represents the total percentage which that cell represents among all the cells in the grid.

Among the crosstabulations for which there were no significant differences were the following:

*Offering of K-12 services by type of licensee by budget size.

*Type of licensee by involvement of others in programming decisions.

*Type of licensee by involvement of others in scheduling decisions.

*Type of licensee by availability of curriculum materials.

*Type of licensee by availability of technical consultation.

*Size of budget by availability of utilization services.

*Location of station (region) by availability of utilization services.

The following variables indicated a statistically significant relationship:

23. Availability of Utilization Services by Type of Licensee

Table 26 indicates that significantly more community licensees and local authority licensees provide utilization services directly to their constituencies. University licensees tend to rely upon other sources to provide those services.

Table 26
Crosstabulation Analysis
Utilization Services by Type of Licensee

| Utiliz | Type: Community | University | Local Authority | State Network | Row Total |
|---|---|---|---|---|---|
| None | 5 | 7 | 3 | 0 | 15 |
| | 33.3 | 46.7 | 20.0 | 0.0 | 11.8 |
| | 10.0 | 19.4 | 20.0 | 0.0 | |
| | 3.9 | 5.5 | 2.4 | 0.0 | |
| From Station | 26 | 8 | 10 | 8 | 52 |
| | 50.0 | 15.4 | 19.2 | 15.4 | 40.9 |
| | 52.0 | 22.2 | 66.7 | 30.8 | |
| | 20.5 | 6.3 | 7.9 | 6.3 | |
| From Other | 9 | 14 | 1 | 8 | 32 |
| | 28.1 | 43.8 | 3.1 | 25.0 | 25.2 |
| | 18.0 | 38.9 | 6.7 | 30.8 | |
| | 7.1 | 11.0 | 0.8 | 6.3 | |
| Station and Other | 10 | 7 | 1 | 10 | 28 |
| | 35.7 | 25.0 | 3.6 | 35.7 | 22.0 |
| | 20.0 | 19.4 | 6.7 | 38.5 | |
| | 7.9 | 5.5 | 0.8 | 7.9 | |
| Column Total | 50 | 36 | 15 | 26 | 127 |
| | 39.4 | 28.3 | 11.8 | 20.5 | 100.0 |

24. Availability of Maintenance Services by Type of Licensee

More local licensees and state networks are likely to provide technical maintenance services than community stations or university licensees. (See Table 27). This relationship is statistically significant.

Table 27
Crosstabulation Analysis
Availability of Maintenance Services
by Type of Licensee

| Count / Row PCT / Col PCT / Tot PCT | No | Yes | Row Total |
|---|---|---|---|
| Type | | | |
| Community | 42 | 7 | 49 |
| | 85.7 | 14.3 | 38.9 |
| | 39.6 | 35.0 | |
| | 33.3 | 5.6 | |
| University | 36 | 1 | 37 |
| | 97.3 | 2.7 | 29.4 |
| | 34.0 | 5.0 | |
| | 28.6 | 0.8 | |
| Local Authority | 9 | 5 | 14 |
| | 64.3 | 35.7 | 11.1 |
| | 8.5 | 25.0 | |
| | 7.1 | 4.0 | |
| State Network | 19 | 7 | 26 |
| | 73.1 | 26.9 | 20.6 |
| | 17.9 | 35.0 | |
| | 15.1 | 5.6 | |
| Column Total | 106 | 20 | 126 |
| | 84.1 | 15.9 | 100.0 |

25. Formal Agreements by Type of Licensee

Community licensees are more likely to have formal agreements with the schools than university licensees, local authority licensees or state networks.

Table 28
Crosstabulation Analysis
Formal Agreements by Licensee

| Type<br>Count<br>Row PCT<br>Col PCT<br>Tot PCT | Community | University | Local Authority | State Network | Row Total |
|---|---|---|---|---|---|
| No | 4 | 16 | 7 | 11 | 38 |
| | 10.5 | 42.1 | 18.4 | 28.9 | 29.5 |
| | 8.0 | 42.1 | 46.7 | 42.3 | |
| | 3.1 | 12.4 | 5.4 | 8.5 | |
| Yes | 46 | 22 | 8 | 15 | 91 |
| | 50.5 | 24.2 | 8.8 | 16.5 | 70.5 |
| | 92.0 | 57.9 | 53.3 | 57.7 | |
| | 35.7 | 17.1 | 6.2 | 11.6 | |
| Column Total | 50 | 38 | 15 | 26 | 129 |
| | 38.8 | 29.5 | 11.6 | 20.2 | 100.0 |

26. Informal Agreements by Type of Licensee

State networks are more likely to have informal agreements with the schools than are community licensees, university licensees or local authority licensees.

Table 29
Crosstabulation Analysis
Informal Agreements by Type of Licensee

| Type Count / Row PCT / Col PCT / Tot PCT | Community | University | Local Authority | State Network | Row Total |
|---|---|---|---|---|---|
| No | 46 | 31 | 13 | 15 | 105 |
| | 43.8 | 29.5 | 12.4 | 14.3 | 81.4 |
| | 92.0 | 81.6 | 86.7 | 57.7 | |
| | 35.7 | 24.0 | 10.1 | 11.6 | |
| Yes | 4 | 7 | 2 | 11 | 24 |
| | 16.7 | 29.2 | 8.3 | 45.8 | 18.6 |
| | 8.0 | 18.4 | 13.3 | 42.3 | |
| | 3.1 | 5.4 | 1.6 | 8.5 | |
| Colum Total | 50 | 38 | 15 | 26 | 129 |
| | 38.8 | 29.5 | 11.6 | 20.2 | 100.0 |

Utilization services are almost always provided when there is either a formal or informal agreement.

Table 30
Crosstabulation Analysis
Any Agreements by Availability
of Utilization Services

Utiliz

| Count<br>Row PCT<br>Col PCT<br>Tot PCT | None | From Station | From Other | Station and Other | Row Total |
|---|---|---|---|---|---|
| No | 11<br>61.1<br>73.3<br>8.7 | 5<br>27.8<br>9.6<br>3.9 | 2<br>11.1<br>6.3<br>1.6 | 0<br>0.0<br>0.0<br>0.0 | 18<br>14.2 |
| Yes | 4<br>3.7<br>26.7<br>3.1 | 47<br>43.1<br>90.4<br>37.0 | 30<br>27.5<br>93.8<br>23.6 | 28<br>25.7<br>100.0<br>22.0 | 109<br>85.8 |
| Column Total | 15<br>11.8 | 52<br>40.9 | 32<br>25.2 | 28<br>22.0 | 127<br>100.0 |

## Other Findings

During the process of running and re-running the data, other interesting information became available. They are summarized here:

27. Types of Agreements

More than two of three licensees (66.7%) have either a formal or informal agreement to provide K-12 services.

Table 31
Types of Agreements

| | N | %* |
|---|---|---|
| Formal Agreements | 91 | 58.3 |
| Informal Agreements | 24 | 15.4 |
| Either Formal or Informal Agreements | 109 | 69.9 |
| Elementary Agreements | 109 | 69.9 |
| Secondary Agreements | 102 | 65.4 |

*Based on 156 respondents.

Most of those are in the form of formal agreements, with almost as many covering secondary grades as elementary grades.

28. Other Distribution Modes

In 1974, one of three (33.3%) licensees was found to be providing programming in alternative formats (e.g. cassette, film, ITFS, CATV). By 1977, two of five (41%) licensees were providing distribution of ITV programming in other formats. (For more detail see Table 32).

Table 32
Other Distribution Formats

| | N | %* |
|---|---|---|
| Total Other Distribution | 64 | 41.0 |
| Cable Distribution | 41 | 26.3 |
| ITFS Distribution | 15 | 9.6 |
| V Tape Distribution | 35 | 22.4 |
| Second Channel Distribution | 8 | 5.1 |
| Film | 13 | 8.3 |

*Based on 156 respondents.

Most were relying on cable distribution and videotape distribution.

29. Comparison with Radio

1976 represented the second time that this ITV Services Study had been conducted. It also was the year in which the first survey of educational radio services in the United States was conducted. Since the format and procedures for these studies were parallel, it is possible to begin comparing the findings of the two studies.

However, since the offering of educational services by public radio stations is relatively small, the one comparison which can be made in this report is to cite the proportion of television and radio stations which provide K-12 and post secondary services.

When reading Table 33, it should be kept in mind that, in each study, the term "post secondary services" was given a broad interpretation which included programming and support services of three types: formal post secondary, professional in-service and informal adult education. This accounts for the relatively high proportion of respondents in each study who indicated that they provide post secondary services.

Table 33
Comparison with Radio

| | K-12 | Post Secondary |
|---|---|---|
| Television* | 82.7% | 87.2% |
| Radio** | 13.8% | 85.7% |

*Based on 156 respondents.
**Based on 63 respondents.

## V. CONCLUSIONS AND RECOMMENDATIONS

As noted in the introduction, this second national report of instructional television in the United States begins to establish some trends. This section will cite the most significant of these trends and their implications where appropriate. In addition, this section will present some areas which deserve further research either in the next biennial report or by other enterprising individuals and organizations.

The 1973-74 study was based on data from 118 licensees which provided instructional services. That number represented 84% of the 141 licensees surveyed. This report is based on respondents from 156 of 158 licensees surveyed (98.7%). For this reason, it is more useful to compare data by percentages rather than by actual numbers since the number-bases for the two studies are substantially different.

The two studies indicate a slight decline in the percentage of licensees providing K-12 services (99% in 1974 to 82.7% in this study). However, post secondary services have increased markedly from 48% of licensees in 1974 to 90% in 1976.

The reasons for declining K-12 services and rising post secondary services deserve further exploration. The current study's more

precise and broad definition of post secondary services as including formal courses, informal programming and adult education may be a factor. The beginning of a national decline in K-12 enrollment during this period may also be a factor. Nonetheless, the sharp increase in post secondary services are certain to be the result of many variables including some of those noted in this report.

This report indicates that utilization services provided by licensees have increased from 63% to 86.8%. The studies indicate, however, that licensees are providing less direct technical services to schools and more consultation services to maintain technical quality of reception. Consultant services have increased from 69% to 74% while technical maintenance services have declined from 22% to 15.9%.

The importance of print materials has also been increasingly recognized by licensees. 79% of the licensees providing ITV services made print materials available with their series and courses in 1974. In 1976, that rate increased to 93.7% of responding licensees. (This dramatic increase might be due, in part, to changes in the survey instrument.)

Licensees continue to indicate a wide range of involvement by school personnel in program selection and a substantial, but somewhat lower involvement in scheduling decisions.

Interestingly, distribution of programming in alternative formats such as ITFS cable systems, film and videocassettes increased from about a third in 1974 to two-fifths in 1976.

A persistent problem for licensees which provide K-12 services is the difficulty in accurately reporting statistics related to the number of students, teachers, school buildings and school districts which use their services. If ITV hopes to receive continuing support from public television management as well as public and private funding sources, a greater effort must be made to improve the high quality of data gathering about local ITV services.

Adequate staffing to support K-12 and post secondary services appears to be a serious problem. In this report, 66 licensees (52.8%) of the 129 providing K-12 services have full-time staff members. On the post secondary level, the problem is greater. Only 22 of 136 licensees (16.1%) providing post secondary services have full-time staff members, while 92 licensees (67.6%) have part-time post secondary personnel. This means that during this reporting period, there appeared

to be 85 licensees which offered ITV services without full-time or part-time ITV personnel on staff.

Post secondary broadcast services as documented in this report provided mostly informal courses and series (80.1%) followed by formal courses (70.5%), with in-service education served by only 50% of the study's 156 respondents.

It is suggested that future studies attempt to analyze the reasons for the varying levels of commitment to each element of the post secondary service. Is there a greater audience and perhaps income from informal courses? Are some licensees reluctant to make formal arrangements with institutions of higher education for credit courses? Is there a lack of well-produced in-service courses, or is it difficult to attract a professional audience of teachers and administrators for these courses?

Those respondents offering post secondary services selected all but prime evening time as the best hours for broadcasting courses, with the preference for early morning (16.9%) and early evening (57.5%). It would be interesting to survey each licensee to learn the rationale for the way in which these programs are scheduled.

The licensees also offer post secondary services, mostly programming, for special groups such as the handicapped, women, the elderly, parents and minority groups. It would be useful to extend that information to include the range of services offered to these groups by licensees as well as surveying the range of local, state, regional and national programming available for each group. This information could be particularly useful to licensees searching for alternatives by which to serve their special groups most effectively.

Similarly, it could be useful to publish a comprehensive list of formal and informal post secondary courses available to both licensees and institutions of higher education.

Based upon the findings and interpretations in this report, these additional recommendations are offered:

1. This study should be shared with station managers, school administrators, education department personnel and others interested in the development and potential of instructional television. Their recommendations for the design of future studies should be sought systematically;

2. Other studies should be conducted to examine the impact of issues and developments affecting ITV. They might assess the effectiveness of instructional television or the implications of new technology such as the satellite, CATV, video cassettes, ITFS or the video-disc on both program production and distribution;

3. Since instructional television is most effective when it is a partnership between broadcasters and educators, further studies might contain a section for educators' perceptions of ITV's effectiveness, usage and its changing role in the service of education.

## Appendix A

## Survey Instrument

CORPORATION FOR PUBLIC BROADCASTING

BIENNIAL INSTRUCTIONAL TELEVISION SURVEY

ACADEMIC YEAR JULY 1, 1975 TO JUNE 30, 1976

OFFICE OF EDUCATIONAL ACTIVITIES
OCTOBER 1976

CORPORATION FOR PUBLIC BROADCASTING
Biennial Instructional Television Survey
Academic Year July 1, 1975 to June 30, 1976

Notes For Completing This Survey:

1. Please answer all questions with reference to the time period July 1, 1975 to June 30, 1976.

2. The purpose of this survey is to gather systematically for the first time a wide range of information on the educational services provided by licensees and their affiliated agencies. This biennial survey will not be repeated until September, 1978. Since the information is so broad in scope, it is likely that more than one person will be involved in providing the information for each licensee. For instance, within the licensee, information might be provided by the program manager and fiscal officer in addition to the ITV Director. Outside of the licensee, State Education Department or local school officials might be involved.

3. The survey is comprised of two parts. SECTION I deals with information on ITV services provided to elementary and secondary schools (K-12) and intended for use within those educational settings. SECTION II deals with postsecondary services including in-service education and informal adult education. This represents an attempt to document and track contributions by our profession to postsecondary education.

4. Some of the information is already provided on the first page. Please check those items for accuracy and make corrections if necessary.

5. In reference to postsecondary programs, the term "formal postsecondary courses" refers to those series which are: aimed at specific instructional objectives, usually used in organized learning environments, provide feedback and/or "credit" to the viewer, and are frequently accompanied by learning materials. The term "informal adult educational courses" refers to those series which are: aimed at general learning objectives, usually used in the home and provide no (or limited) feedback to the viewer, yet are instructional in nature (e.g., "how-to" programs such as gardening, yoga, antiques). Some series can fall between categories or can be assigned to one category or another depending on the use which is made of them. For example, Ascent of Man was intended for general use (i.e., informal adult educational course). However, because of the development and availability of ancillary materials and college credit, it will be considered by some licensees as a formal postsecondary course. For example, Ascent of Man is being offered as a college credit course in some licensees' broadcast areas. In those cases, it would be considered as a formal postsecondary course. NOTE: In the event that a series is being used in both formal and informal settings, enter it at the higher level (i.e., formal). Do not report entries twice.

6. Financial information concerning K-12 instructional services has been requested from the General Manager as part of the annual financial survey. Your knowledge of ITV will be helpful to him/her in supplying this information.

7. If you have any questions concerning definitions or if you need clarification of questions asked, please call Mary Sceiford, Assistant Director, Office of Educational Activities, Corporation for Public Broadcasting, (202) 293-6160.

Thank you for your continued cooperation.

CORPORATION FOR PUBLIC BROADCASTING
BIENNIAL EDUCATIONAL (ITV) SURVEY
ACADEMIC YEAR ENDING JUNE, 1976

SECTION I: INSTRUCTIONAL SERVICES, K-12

(PLEASE MAKE ANY NECESSARY CORRECTIONS DIRECTLY ON THIS PAGE)

LICENSEE:

CODE: REGION:

CALL:

SIZE: TYPE:

A. LIST AGENCIES OTHER THAN LICENSEE (E.G., BROADCAST COUNCILS OR FOUNDATIONS, STATE DEPARTMENT OF EDUCATION) WHICH ARE DIRECTLY INVOLVED IN PROVIDING K-12 ITV SERVICES (E.G., UTILIZATION SERVICES, INSTRUCTIONAL SPECIALISTS, CURRICULUM MATERIALS) AND DESCRIBE THE RELATIONSHIP BETWEEN THE LICENSEE AND THOSE AGENCIES (E.G., SCHEDULE DETERMINED AND UTILIZATION SERVICES PROVIDED BY STATE EDUCATION DEPARTMENT, FISCAL MATTERS HANDLED BY BROADCAST COUNCILS). USE ADDITIONAL SHEETS IF NECESSARY.

B. ITV PERSONNEL

1. PERSON(S) IN CHARGE OF INSTRUCTIONAL SERVICES, K-12

NAME: _____

TITLE: _____

ADDRESS: _____

_____

_____ _____ _____

2. IS THIS A FULL-TIME RESPONSIBILITY? NO___ YES___

IF NO, INDICATE APPPOXIMATE PERCENTAGE OF TIME SPENT IN THIS CAPACITY: _____

3. List the number of other ITV personnel by title (including clerical). Be sure to list those employed by the licensee and those employed by any agency listed in Part A. Signify those employed by an agency by placing an asterisk (*) at the end of the title or area of responsibility.

| Number | Title or Area of Responsibility |
|---|---|
| (e.g.:3 | Utilization Specialists*) |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

4. Describe the role(s) played by non-paid personnel in providing K-12 instructional services by filling in the number of persons in the appropriate space(s).

| Function | Community Volunteers | College Students Trainees | Other (Specify) |
|---|---|---|---|
| Administration | _____ | _____ | _____ |
| Research | _____ | _____ | _____ |
| Utilization | _____ | _____ | _____ |
| Promotion | _____ | _____ | _____ |
| Clerical Support | _____ | _____ | _____ |
| Production | _____ | _____ | _____ |
| Other (Specify): | | | |
| _____ | _____ | _____ | _____ |

C. Production of K-12 Instructional Programs

If your agency has produced instructional programs during this academic year (July 1, 1975 thru June 30, 1976), please complete the following.

| Name of Series/Program | No. of Programs | Length of Programs | B/W or Color | Comments on Distribution/ Availability* | Co-op ** | Subject Matter Area | Grade Level |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

* Not Available, Available, From Whom

** Check here if produced cooperatively with another licensee (including consortium productions) and indicate below who cooperating agencies are:

_____

_____

_____

_____

_____

D. Broadcast of K-12 Instructional Programs

1. Circle the lower and upper grade limits of your ITV broadcasts.

Lower Upper

K - 1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10 - 11 - 12

2. Indicate the number of series you broadcast at each of the following levels.

a. Elementary _____

b. Secondary _____

3. Check the PBS series which you carried for ITV in your daytime '75-'76 schedule:

| | |
|---|---|
| ____ Sesame Street | ____ Classic Theatre Preview |
| ____ Electric Company | ____ Romantic Rebellion |
| ____ Mister Rogers Neighborhood | ____ Anyone for Tennyson? |
| ____ Villa Alegre | ____ Journey to Japan |
| ____ Carrascolendas | ____ Arabs and Israelis |
| ____ OurStory | ____ Solar Energy |
| ____ Book Beat | ____ Consumer Survival Kit |
| ____ Vibrations Encore | ____ Other (Specify_____) |
| ____ Lowell Thomas Remembers | ____ Other (Specify_____) |

E. Other K-12 Instructional Services

1. Are curriculum materials available for your ITV Services? No ____ Yes ____

If yes, fill in the number of series in the appropriate spaces:

| | Source of Materials | |
|---|---|---|
| | Directly from Licensee | From Other Agency (Specify) |
| User of Materials | | |
| a. Students | _____ | _____ |
| b. Teachers | _____ | _____ |
| Type of Materials | | |
| a. Print | _____ | _____ |
| b. Non-print | _____ | _____ |
| c. Combined | _____ | _____ |
| Cost of Materials | | |
| a. Part of Regular Service Fee | _____ | _____ |
| b. Additional User Charge | _____ | _____ |
| c. Free to Licensee and User | _____ | _____ |

2. Check the types of other printed information which you provide.

| Type | Content | | | |
|---|---|---|---|---|
| | Technical Information | Promotional Material | Surveys Evaluations | Professional In-Service Information |
| a. Flyers | | | | |
| b. Manuals | | | | |
| c. Newsletters (How often?) | | | | |
| d. Other (Specify): | | | | |
| | | | | |

3. Are utilization services available? No _____ Yes _____

If yes, indicate:

a. Directly from your agency? No _____ Yes _____

From another educational agency/bureau? No _____ Yes _____
(Specify _____)

b. Number of persons (full-time and/or percentage of time spent) providing utilization services _____. Is an additional fee charged? No _____ Yes _____

c. List types of services (e.g., workshops, conferences, broadcast utilization programs):

_____

_____

_____

4. Is technical maintenance of school equipment available directly from your agency? No _____ Yes _____

If yes, indicate the number of persons (full-time and/or percentage of time spent) providing maintenance _____. Is an additional fee charged? No _____ Yes _____

5. Is technical consultation for the school available directly from your agency? No _____ Yes _____

If yes, indicate the number of persons (full-time and/or percentage of time spent) providing consultation _____. Is an additional fee charged? No _____ Yes _____

6. If you provide program distribution in formats other than your major broadcast outlet, please check (✓) the appropriate spaces below. If another agency controls the distribution, list the agency in the space. (Not necessary to list individual cable companies.)

| Types of Distribution | Level of Programs | |
|---|---|---|
| | Elementary | Secondary |
| Cable (# systems _____) | _____ | _____ |
| IFTS (# channels _____) | _____ | _____ |
| Videotape/Videocassette | _____ | _____ |
| Second Broadcast Channel | _____ | _____ |
| Film | _____ | _____ |
| Other (Specify): | | |
| _____ | _____ | _____ |

7. Indicate the constituencies which you consult in K-12 TV programming decisions:

a. ____ Licensee Personnel Only

b. ____ Curriculum Content Committee(s)

c. ____ Survey of Teachers

d. ____ State Department of Education Personnel

e. ____ General Educational Advisory Committee (other than Curriculum Committee)

f. ____ College/University Personnel

g. ____ Other (Specify _____)

8. Indicate the constituencies which you consult in K-12 TV scheduling decisions:

a. ____ Licensee Personnel Only

b. ____ Curriculum Content Committee(s)

c. ____ Survey of Teachers

d. ____ State Department of Education Personnel

e. ____ General Educational Advisory Committee (other than Curriculum Committee)

f. ____ College/University Personnel

g. ____ Other (Specify _____)

9. Indicate by checking the appropriate space(s) the way(s) in which you involve special groups in K-12 ITV services:

| | Special Programming | Special Services (Specify) | Advisory Committees | Other (Specify) |
|---|---|---|---|---|
| The Handicapped | | | | |
| Minority Groups | | | | |
| Women | | | | |
| Parent Groups | | | | |
| Other (Specify): | | | | |
| _____ | | | | |

10. List the other K-12 ITV services which your agency provides to the schools (if any):

_____

_____

11. Indicate the ways in which you make the following groups aware of your services (use additional sheets if necessary):

a. Schools _____

_____

b. Parents _____

_____

c. General Community _____

_____

d. Special Groups (see question 9) _____

_____

F. Formal/Informal Agreements

Many licensees provide some of their ITV services under "contracts" or "agreements" with their constituencies. In some cases, those "agreements" are implied and/or mandated by legislation or administrative housing of the licensee (e.g., in State Department of Education). In other cases, services are provided on an "informal" basis or under verbal agreements. Indicate which applies to you by checking the appropriate space(s):

| | Types of Agreement | | |
|---|---|---|---|
| Types of Programs | Formal (incl. contract, legislation, etc.) | Informal (incl. verbal agreement) | No Agreements (Solely Station Decision) |
| Elementary | _____ | _____ | _____ |
| Secondary | _____ | _____ | _____ |

G. School Audience

Please complete the two charts which follow. Count each teacher and student only once, even if some view more than one program. Do not report cumulative figures. If you are in an "overlapping" broadcast area with other licensees, list the overlapping stations _____

_____

1. Potential K-12 Audience.

| | Public Schools | Private/ Parochial Schools |
|---|---|---|
| # Districts, Dioceses or other groupings | _____ | _____ |
| # School Buildings | _____ | _____ |
| # Students | _____ | _____ |
| # Teachers | _____ | _____ |

2. Estimate of K-12 ITV users in 1975-76

| | | |
|---|---|---|
| # Districts, Dioceses or other groupings | _____ | _____ |
| # School Buildings | _____ | _____ |
| # Students | _____ | _____ |
| # Teachers | _____ | _____ |

Indicate the person(s) involved in completing Section I of the form:

| Name | Title | From Licensee or Other Agency |
|---|---|---|
| | | |
| | | |
| | | |

CORPORATION FOR PUBLIC BROADCASTING
BIENNIAL EDUCATIONAL (ITV) SURVEY
ACADEMIC YEAR ENDING JUNE, 1976

SECTION II: POST SECONDARY SERVICES

(PLEASE MAKE ANY NECESSARY CORRECTIONS DIRECTLY ON THIS PAGE)

LICENSEE:

CODE: REGION:

CALL:

SIZE: TYPE:

A. LIST AGENCIES OTHER THAN LICENSEE AND OTHER AGENCIES LISTED IN SECTION I WHICH ARE INVOLVED IN PROVIDING POST SECONDARY SERVICES AND DESCRIBE THE RELATIONSHIP BETWEEN THE LICENSEE AND THOSE AGENCIES, (E.G., SCHEDULE DETERMINED AND UTILIZATION SERVICES PROVIDED BY STATE EDUCATION DEPARTMENT, FISCAL MATTERS HANDLED BY BROADCAST COUNCILS). USE ADDITIONAL SHEETS IF NECESSARY.

B. POST SECONDARY PERSONNEL

1. PERSON(S) IN CHARGE OF POST SECONDARY SERVICES:

NAME: _____

TITLE: _____

ADDRESS: _____

_____

_____ ______ _____

2. IS THIS A FULL-TIME RESPONSIBILITY? NO___ YES___

IF NO, INDICATE APPROXIMATE PERCENTAGE OF TIME SPENT IN THIS CAPACITY: _____

LIST NUMBER OF OTHER POST SECONDARY PERSONNEL:
NUMBER_____FULL-TIME EQUIVALENT_____

C. Postsecondary Services

1. Did you broadcast in-service education courses in 1975-76? No ____ Yes ____

If yes, please complete the following:

| Title of Course | # Colleges Offering For Credit | # Districts Using For In-Service | Estimated Enrollment |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

2. Do you now broadcast formal postsecondary educational courses excluding in-service courses (see cover sheet for definition)? No ____ Yes ____

If yes, complete the following:

| Title of Course | # Colleges Using | Estimated Enrollment |
|---|---|---|
| | | |
| | | |
| | | |
| | | |

3. What are (or would be) the best hour(s) for broadcasting formal postsecondary educational courses? _____

4. Is your response based on past experience? No ____ Yes ____

5. Are you (would you be) able to arrange those hours at your station? No ____ Yes ____

6. If no, why not? _____

_____

7. Do you now broadcast informal adult education courses (see cover sheet for definition)? No ____ Yes ____

If yes, please complete the following:

| Title of Series | Not Being Used By Educational Agencies (If checked here, skip next two columns) | Number of Agencies Using | Estimated Number of Viewers |
|---|---|---|---|
| | | | |
| | | | |
| | | | |
| | | | |

8. What are (or would be) the best hour(s) for broadcasting informal adult education courses? _____

9. Are you (would you be) able to arrange those hours at your station?

No ____ Yes ____

10. If no, why not? _____

_____

11. Indicate by checking the appropriate space(s) the way(s) in which you involve special groups in postsecondary instructional services:

| | Special Programming | Special Services | Advisory Committee | Other (Specify) |
|---|---|---|---|---|
| The Handicapped | | | | |
| The Elderly | | | | |
| Minority Groups | | | | |
| Women | | | | |
| The Un(der)employed | | | | |
| Parent Groups | | | | |
| Other (Specify): | | | | |
| _____ | | | | |

Indicate the person(s) involved in completing Section II of the form:

| Name | Title | From Licensee or Other Agency |
|---|---|---|
| | | |
| | | |
| | | |

# Appendix B

## Summary of Reported Public Television Educational Activities by State and Licensee

Alabama

Alabama ETV Network--K-12, P.S. Informal Courses

Alaska

KYUK, Bethel--P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Arizona

KAET, Phoenix--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KUAT, Tucson--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Arkansas

KETS, Little Rock--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

California

KOCE, Huntington Beach--K-12, P.S. Formal Courses

KCET, Los Angeles--K-12, P.S. Formal Courses

KLCS, Los Angeles--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KIXE, Redding--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KVIE, Sacramento--K-12, P.S. Formal Courses, P.S. Informal, In-service Courses

KVCR, San Bernardino--K-12, P.S. Formal Courses, P.S. Informal Courses

KPBS, San Diego--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KQED, San Francisco--P.S. Formal Courses, P.S. Informal Courses

KTEH, San Jose--K-12, P.S. Formal Courses, P.S. Informal Courses

KCSM, San Mateo--P.S. Formal Courses, P.S. Informal Courses

Colorado

KRMA, Denver--K-12, P.S. Formal Courses, P.S. Informal Courses

KTSC, Pueblo--K-12, P.S. Formal Courses, P.S. Informal Courses

Connecticut

Connecticut PTV Network--K-12, P.S. Informal Courses

District of Columbia

WETA--P.S. Formal Courses, P.S. Informal Courses

---

P.S. = Post secondary

Florida

WUFT, Gainesville--P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WJCT, Jacksonville--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WPBT, Miami--P.S. Formal Courses, P.S. Informal Courses

WLRN, Miami--K-12, P.S. Informal Courses, In-service Courses

WMFE, Orlando--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WSRE, Pensacola--P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WFSU, Tallahassee--P.S. Formal Courses, P.S. Informal Courses

WEDU, Tampa--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WUSF, Tampa--P.S. Formal Courses, P.S. Informal Courses

Georgia

WETV, Atlanta--K-12, P.S. Informal Courses

Georgia ETV Network--K-12, P.S. Formal Courses, P.S. Informal Courses

Hawaii

Hawaii Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Idaho

KUID, Moscow--K-12, P.S. Formal Courses, P.S. Informal Courses

KAID, Boise--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KBGL, Pocatello--P.S. Formal Courses

Illinois

WSIU, Carbondale--K-12

WTTW, Chicago--P.S. Informal Courses

WTVP, Peoria--P.S. Formal Courses, P.S. Informal Courses

WILL, Urbana--K-12, P.S. Formal Courses, P.S. Informal Courses

Indiana

WTIU, Bloomington--K-12, P.S. Informal Courses

WNIN, Evansville--K-12, P.S. Formal Courses, In-service Courses

WFYI, Indianapolis--P.S. Formal Courses, P.S. Informal Courses

WIPB, Muncie--P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WCAE, St. John--K-12, P.S. Informal Courses

WNIT, South Bend--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Iowa

Iowa Educational Broadcasting Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Kansas

KTWU, Topeka--P.S. Formal Courses

KPTS, Witchita--K-12, P.S. Formal Courses, P.S. Informal Courses

Kentucky

Kentucky ETV Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WKPC, Louisville--K-12, P.S. Formal Courses, P.S. Informal Courses

Louisiana

WYES, New Orleans--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WLPB, Baton Rouge--K-12, P.S. Informal Courses

Maine

Maine Public Broadcasting Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WCBB, Augusta--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Maryland

Maryland Public Broadcasting Network--K-12, P.S. Formal Courses

Massachusetts

WGBH, Boston--K-12

WGBY, Springfield--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Michigan

WKAR, East Lansing--P.S. Informal Courses

WGVC, Grand Valley State College--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WNMU, Marquette--P.S. Informal Courses

WCMU, Mt. Pleasant--P.S. Formal Courses, P.S. Informal Courses

WUCM, University Center--K-12, P.S. Formal Courses, P.S. Informal Courses

Minnesota

KWCM, Appleton--K-12, P.S. Formal Courses, P.S. Informal Courses

KAVT, Austin--K-12, P.S. Formal Courses, P.S. Informal Courses

Minnesota (continued)
WDSE, Duluth--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KTCA, St. Paul--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Mississippi
Mississippi ETV Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Missouri
KCPT, Kansas City--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KETC, St. Louis--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KOZK, Springfield--K-12, P.S. Informal Courses, In-service Courses

Nebraska
Nebraska Network--K-12, P.S. Formal Courses, P.S. Informal Courses

Nevada
KLVX, Las Vegas--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

New Hampshire
New Hampshire Network--K-12, P.S. Informal Courses

New Jersey
New Jersey Public Broadcasting Authority--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

New Mexico
KNME, Albuquerque--P.S. Formal Courses, P.S. Informal Courses
KRWG, Las Cruces--P.S. Informal Courses
KENW, Portales--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

New York
WSKG, Binghampton--K-12, P.S. Formal Courses, In-service Courses
WNYE, Brooklyn--K-12, P.S. Informal Courses, In-service Courses
WNED, Buf alo--K-12, P.S. Informal Courses, In-service Courses
WLIW, Garden City--K-12, In-service Courses
WNET, New York, K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

New York (continued)
WXXI, Rochester--K-12, P.S. Informal Courses, In-service Courses
WMHT, Schnectady--K-12, P.S. Informal Courses, In-service Courses
WCNY, Syracuse--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WNPE, Watertown--K-12, P.S. Informal Courses, In-service Courses

North Carolina
North Carolina Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

North Dakota
KFME, Fargo--K-12, P.S. Formal Courses, P.S. Informal Courses

Ohio
WNEO, Alliance--P.S. Informal
WOUB, Athens--P.S. Informal
WBGU, Bowling Green--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WCET, Cincinnati--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WVIZ, Cleveland--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WOSU, Columbus--K-12, P.S. Informal Courses, In-service Courses
WPTD, Dayton--K-12
WGTE, Toledo--K-12, P.S. Formal Courses, P.S. Informal Courses

Oklahoma
KETA, Oklahoma City--K-12
KOKH, Oklahoma City--K-12, P.S. Informal Courses

Oregon
Oregon Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Pennsylvania
WLVT, Allentown--K-12 P.S. Formal Courses, P.S. Informal Courses
WQLN, Erie--K-12, P.S. Formal Courses, P.S. Informal Courses
WITF, Hershey--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WHYY, Philadelphia--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WQED, Pittsburgh--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Pennsylvania (continued)
WVIA, Scranton--K-12, P.S. Formal Courses, P.S. Informal Courses
WPSX, Clearfield--K-12, P.S. Formal Courses, P.S. Informal Courses

Rhode Island
WSBE, Providence--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

South Carolina
South Carolina Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WJWJ, Beaufort--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
WRJA, Sumter--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

South Dakota
KESD, Brookings--K-12, P.S. Formal Courses
South Dakota Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KUSD, Vermillion--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Tennessee
WTCI, Chattanooga--K-12, P.S. Informal Courses, In-service Courses
WSJK, Knoxville--K-12
WKNO, Memphis--K-12
WDCN, Nashville--K-12, P.S. Informal Courses, In-service Courses

Texas
KLRN, Austin--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KAMU, College Station--P.S. Informal Courses
KEDT, Corpus Christi--K-12, P.S. Informal Courses, In-service Courses
KERA, Dallas--K-12, P.S. Formal Courses, In-service Courses
KNCT, Killeen--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses
KTXT, Lubbock--P.S. Informal Courses

Utah
KBYU, Provo--K-12, P.S. Informal Courses
KUED, Salt Lake City--K-12, P.S. Formal Courses, P.S. Informal Courses

Vermont

Vermont ETV Network--K-12, In-service Courses

Virginia

WNVT, Annandale--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service

WVPT, Harrisonburg--K-12, P.S. Informal Courses

WHRO, Norfolk--K-12

WCVE, Richmond--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WBRA, Roanoke--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service

Washington

KCPQ, Lakewood Center--K-12, P.S. Formal Courses, P.S. Informal Courses

KWSU, Pullman--P.S. Formal Courses, P.S. Informal Courses

KCTS, Seattle--K-12, P.S. Formal Courses, P.S. Informal, In-service Courses

KSPS, Spokane--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KTPS, Tacoma--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

KYVE, Yakima--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

West Virginia

WSWP, Beckley--K-12, P.S. Formal Courses, P.S. Informal Courses

WMUL, Huntington--K-12, P.S. Formal Courses, P.S. Informal Courses

WWVU, Morgantown--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Wisconsin

Wisconsin Network--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WHA, Madison--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

WMVS, Milwaukee--K-12, P.S. Formal Courses, P.S. Informal Courses, In-service Courses

Others

KVZK, Pago Pago--K-12, P.S. Formal Courses, P.S. Informal Courses

WIPR, San Juan--K-12, P.S. Informal Courses

WTJX, Virgin Islands--P.S. Formal Courses, P.S. Informal Courses